AVANT GARDE 13

PORTRAITS OF THE AMERICAN PEOPLE

A MONUMENTAL PORTFOLIO OF PHOTOGRAPHS

AVANT GARDE

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SPECIAL ISSUE:

PORTRAITS OF THE AMERICAN PEOPLE

PHOTOGRAPHS BY ALWYN SCOTT TURNER

LETTERS TO THE EDITOR

Dear Sirs,

Your feature "Dial-A-Hawk" was a fantastic idea! What a sense of power to be able to call up the most influential men in the country and sound off against the war. I tried calling Nixon, but was only able to get to his private secretary. She told me to write. Then I phoned Charles Yost, our UN representative, and got to talk to his son—a polite but naive, young man.

Harry Bork
Brooklyn, N.Y.

(Time: Approximately 1:15 A.M. Place: Montreal, Canada.)

ME: Operator, I want (202) COS-2000, Ext. 400, and I would like to talk to Mr. Spiro Agnew.

OPERATOR: Thank you, would you please spell Agnew?

ME: A-G-N-E-W, Operator.

OPERATOR: Thank you.

(Operator dials and phone rings)

VOICE: (WHICH, I SWEAR, WAS AG-NEW'S!) Hello.

OPERATOR: Mr. Spiro Agnew, please. Montreal calling.

VOICE: Who is calling the Vice-President, Ma-am?

ME: Tom Yellowlees.

VOICE: How do you spell that?

ME: Y-E-L-L-O-W-L-E-E-S.

OPERATOR: Is Mr. Agnew there?

ME: That IS Mr. Agnew, Operator.

VOICE: Is your party a personal friend of the Vice-President, Operator?

ME: YES!

VOICE: It's a bit late, sir. Can you call back tomorrow? Can I take a message?

OPERATOR: Do you wish to speak to this gentleman, sir?

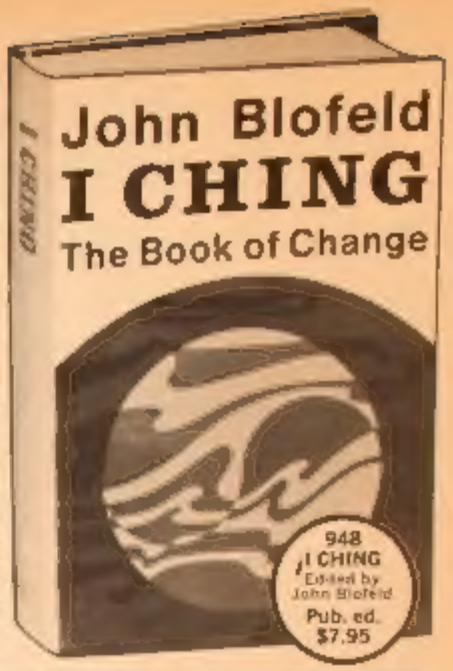
ME: Yes, Operator.

OPERATOR: Go ahead, sir.

VOICE: What is the message, sir?

ME: Give peace a chance. Good night.

Can *I CHING* answer your most urgent questions about the future?



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YOU'RE BEING ROBBED!

Virtually every time that you spend money, whether at the supermarket, department store, drugstore, or gas station, you're being ROBBED! You're being duped, hoodwinked, and swindled out of the full value of your money by a combination of deceptive selling techniques that include Madison Avenue double-talk, mendacious salesmanship, and insidious labeling and packaging ploys. Senator Warren Magnuson, the most alert consumer watchdog in Congress, says that deceptive selling is today's "most serious form of theft, accounting for more dollars lost each year than robbery, larceny, auto thefts, embezzlement, and forgery combined." Sidney Margolius, the dean of American consumer writers, asserts that "Never in the 30 years I have been reporting on consumer problems has the public been as widely and steadily exploited as today." And Ralph Nader, the nation's most renowned champion of consumer rights, states that "Nowadays consumers are being manipulated and defrauded not just by marginal fly-by-night hucksters, but by America's blue-chip business firms." In short, commercial flimflammery is rife throughout the nation and the American consumer is being victimized as never before. As a partial antidote to this widespread fraud and deception, an intrepid, authoritative, new publication has been launched. Its name is **Moneysworth.**

Moneysworth, as its name implies, aims to see that you get full value for the money you spend. It rates competitive products as to best buys (as among cameras, hi-fi's, automobiles, and the like); it offers tips on how to save money (they will *astound* you with their ingenuity); and it counsels you on the management of your personal finances (telling not only how to gain maximum return on your investments and savings, but also how to protect your money against the ravages of inflation). In short, Moneysworth is your own personal consumer crusader, trusted stockbroker, and chancellor of the exchequer—all in one.

Perhaps the best way to describe Moneysworth for you is to list the kinds of articles it prints:

Earn 12% on Your Savings (Fully Insured)

How to Buy A Car for $125 Over Dealer's Cost

Inaccurate Billing by the Phone Company

The Advantages of a Swiss Banking Account

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14 Recession-Wracked Cities Where Real Estate Is Selling for a Pittance

"Consuming Fire"—Moneysworth takes aim at companies that are defrauding the public

Unsafe at Any Height—A comparison of the safety records of America's airlines

A Consumer's Guide to Marijuana

Free Land and Free Money from Uncle Sam

Stocks that Are on the Rebound

Send Your Child to College Abroad

The Moneysworth Co-operative—Details of a price discount co-op (for purchasing typewriters, cameras, and the like) that Moneysworth subscribers automatically become members of.

How Much Are You Worth?—An amazingly simple chart gives you the answer in 60 seconds.

High-Priced Lessons—Mechanical failures on brand-new Imperials, Continentals, and Cadillacs.

The Link Between Heart Attack and Coffee

The Economics of Being Black

Cashing In on Canada's New "Floating" Dollar

Cyclamates: Did America Overreact?

How to Buy Art Without Getting Framed

Critics' Consensus—A regular feature of Moneysworth in which the opinions of leading book, record, and film critics are tabulated.

Providing Your Teenager with Contraception

"Unit-Pricing"—The most revolutionary development in food stores since trading stamps.

The Effect of Air Pollution on Potency

The Great Odometer Gyp—How rent-a-car companies take the American public for a $10-million-a-year ride.

"No Load" Mutual Funds—A list of 45 funds that return the equivalent of an 8% profit at the very moment of investment.

12 Ways to Put the Touch on Friends—And 12 ways in demur.

How to Buy Medical Insurance Without Trauma

The Extravagance of Reckless Driving by GM, Chrysler, and Ford—Verbatim quotes from their souped-up ads in hot-rod magazines.

Taking Stock of Your Stockbroker—Nine ways to probe his probity.

Legal Ways to Beat Sales Taxes

Co-ops and Condominiums Explained

"The Safest Car of 19..."—A new series of unusual awards by the editors of **Moneysworth.**

How to Break a Lease

Land Investment in Australia—At $1.20 an acre, land down under rates high among speculators.

How to Sue Without a Lawyer

The Impending Ban on Leaded Gasoline—How it should affect your next car purchase.

A Guide to Legal Abortion—Including the costs in different states.

And Now, Microwave Pollution—An exposé of the damage wrought to humans by radar, electronic ovens, and TV transmission.

Social Security's Special Rules for Women

How Metrecal Hurts Your Diet

Life Insurance: A Legalized Swindle—A Hartford actuary tells why he believes that "more than 90% of American policies are sold through misrepresentation, deceit, and fraud."

Teaching Your Child the Value of Money—Without having him *overvalue* it.

How to Handle Computerized Dunning Letters

Taxproof Money—A collection of highly creative, little-known, perfectly legal gimmicks.

How to Distinguish Health from Hokum at the Health-Food Store

Blindness Caused by Contact Lenses

Don't Buy U.S. Savings Bonds—Why they make a terrible investment, how they undermine sound government fiscal planning, and why one leading investment counsellor says: "They are palmed off mostly on rubes and financial boobs."

G.E.'s New Synthetic Diamonds: Will They Ruin the Value of Real Diamonds?

The Truth about Cut-Rate Gasolines

"No-Fault" Insurance Clarified

Checking Up on Your Social Security Account

That's the Spirit—Big bargains in booze, beer, and brandy.

Stop Chewing the Fat—How to read the new labels on frankfurters.

Free Checks—A list of 200 banks that allow unlimited writing of personal checks.

Bootleg Birth-Control Pills

When in Doubt, Deduct—The list most common forms of income-tax overpayment.

$99 Fares to Europe

In sum, Moneysworth is a hip, trustworthy financial mentor. It reflects the quintessence of consumer sophistication.

In format, Moneysworth is a newsletter. It is designed for instantaneous communication and easy reference when you're shopping. It is published *fortnightly*. This ensures you that the information in Moneysworth will always be up-to-the-minute. Product ratings will appear precisely when you need them most (automobiles and sailboats will be rated in the spring, for example, and Christmas gifts and ski equipment in the fall.)

In style, Moneysworth is concise, pragmatic, and above all, useful. It is also completely forthright. Moneysworth does not hesitate to name brand names (whether to laud or lambaste them), to identify big corporations when they gouge the public, and to quote the actual prices and discounts that you are entitled to and should be getting. Moneysworth can afford to be this candid because *it carries no advertising whatsoever: it is beholden to no one but its readers.*

The editors of Moneysworth are a team of hard-nosed, experienced journalists. The editor-in-chief is Ralph Ginzburg, creator of the flamboyant magazines Fact, Eros, and Avant-Garde. Mr. Ginzburg was the first editor to provide a platform for Ralph Nader to express himself on the subject of automobile safety. Moneysworth's publisher is Frank R. Brady, generally regarded as one of the publishing industry's shrewdest financiers. Herb Lubalin, the world's foremost graphic designer, is Moneysworth's art director. Together, these men will produce the first—and only—consumer magazine with *charisma.*

Moneysworth is available by subscription only. Its price is $10 a year. However, *right now you may order a special introductory* Charter Subscription for ONLY $5! This is HALF PRICE!!

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To Whom It May Concern:

"Dial-A-Hawk" is the most offensive, irresponsible journalistic tactic I have ever witnessed. I have been against the war for a long time, but I no longer care to be dovish, anti-war, or even for this kind of peace—if it puts me in the same camp with such trashy, low-down people who would so degrade peace efforts by invading privacy. Please cancel my subscription.

T. Englebert
Rumford, Maine

Gentlemen:

At midnight, 8/6/70 (1 A.M., Eastern time), I called William K. Brehm, Assistant Secretary of the Army, person-to-person. Mr. Brehm answered and identified himself. "Hello, I'm an American citizen who would like to know what you're doing to end the war in Vietnam." "I'm trying to get a good night's sleep. That's the best I can do right now. Goodbye." "Good-bye."

In deference to my paranoia, please don't print my name.

[Name Withheld]
Madison, Wisc.

Dear Sir:

Your "Dial-A-Hawk" article this month suggested to me a maturity level of junior-high age. I could never condone harassing a man in his home because of his point of view—no matter how much I disagreed with him. Cancel my subscription!

Carol King Cummings
Albuquerque, N.M.

Dear Sirs:

Just a word of encouragement to counteract the hellfire and damnation I know you receive daily. Although I had to wait a long time for my subscription to Avant-Garde, I found it well worth waiting for. Your periodical is a much-needed antidote to the worthless drivel and BS of the mass media. I especially enjoyed "The Most Hated Man in America," and the art of Jorgen Boberg.

Earl R. Fessenden
Akron, Ohio

Attention, Editor:

When I subscribed to Avant-Garde, I had a vague idea that it was a hip-looking and hip-thinking literary, political, and art magazine, with a liberal sexual policy. Unhappily, I was mistaken. The small amount of fine art, photography, and journalism (e.g. Gustav Klimt, "Israel Captured," "The Most Hated Man in America") in no way justifies what is, at best, a prurient—and more often—tastelessly pornographic magazine. The series of "The Lust Battalion" epitomizes this heavy-handed approach. Avant-Garde is not liberated about sex, but obsessed by it.

You, the staff of Avant-Garde, are guilty of making a religion of sex, and of encouraging our society in, as J.B. Priestley writes, "piling on sex the whole gigantic load of our increasing dissatisfactions, our despair, a burden far greater than it can safely take." You seem to give out the idea that Universal Orgasm is the path to world peace, and the complete well-being and happiness of each individual. How naive!

I am certain that you will not print this letter, but I wouldn't know anyway, as I hereby cancel my subscription.

(Miss) Robin Laurence
Calgary, Canada

Dear Editor:

Whenever I read your excellent magazine, either in Paris or in New York, I am ready to experience an

ORGASM

In yonder mossy hollow
Your nacreous oyster lies
Where my tongue tried to follow
The crease that lives and dies.

It lives with every lashing,
Your senses rise, then dip.
It dies each time the gashing
Wounds replace the licking lip.

It also finds a treasure
As soon as it can come
Into the realm of pleasure
That makes the tingling numb.

Three times you called my name out,
Your thighs tight 'round my neck.
No one has "lost" this Love-bout,
We have both won in bed.

In yonder dripping hollow
Your tasty oyster throbs,
And tears of joy will follow
A sudden burst of sobs.

Georges Gilbert
New York

Gentlemen:

Warner Brown's article "Why Hair Has Become a Four-Letter Word" was very good and, occasionally, illuminating. God knows the man has a far keener knowledge of the subject than I do—and probably a fuller head of hair—but I must correct him on one or two points.

The final few paragraphs tend to reduce the subject to some sort of trendy confrontation of the good, the free, and

Nearly lost forever—this rare sculpture by Degas

Now beautifully recast in Foundry-Stone, yours as a gift with membership in The Sculpture Collectors Limited ...and no obligation to buy anything now or ever.

Because Degas worked in wax or clay and never bothered to cast his sculpture in bronze, much of it crumbled during his lifetime and was lost forever. Luckily, *Danse d'Espagne* survived and a small number of bronzes were cast a few years after the artist's death in 1917.

Now, from one of the original bronzes, part of the collection of The Sculpture Collectors Limited, a Foundry-Stone casting has been made of this masterpiece of form and captured motion. This work is not available except with membership in Sculpture Collectors. It is not for sale, and no more will be cast after these are spoken for.

But *Danse d'Espagne* can now be yours as a gift—with an entirely new kind of membership that never obligates you but privileges you to acquire fine works by outstanding living artists, at prices far below those commanded by dealers and galleries.

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The Sculpture Collectors Limited makes all this possible by going directly to the creative source, the artists themselves, commissioning original works exclusively for members. All commissions are awarded by the Curator guided by a distinguished Board of Advisors, consisting of art historians, critics, collectors and appraisers. Their selections are based upon both artistic merit and value.

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Each work is individually signed, then hand-cast in Foundry-Stone—a newly developed polyester miracle that permits a wide variety of textures, colors and finishes. Each piece will be cast in an edition sufficient to meet the needs of membership and will not be offered for sale by us outside the membership. However, members may resell to other collectors with no restrictions of any kind, including price.

As a member, you will have the opportunity—but never the obligation—to add fine multiple sculpture to your collection.

Four times a year you will be advised of Sculpture Collectors' new offerings. If any of the works described and pictured appeals to you and you would like to see it in your home—discover it from different angles and in various lights, try it to the touch, see how it fits in a number of room settings—you are invited to live with it for a 30-day trial period and you still retain the option to decline it.

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Each quarterly offering will feature three exclusive, signed works by artists such as Dali, as well as other outstanding European and American sculptors—among them, Delmez, Deshoel, Ente, Glinsky, Hartwig, Mitoua—all important artists whose works have been appreciating in value. Yet, their prices to you are as low as $25 and *never* more than $45.

Each work will arrive accompanied by a certificate of authenticity, a biography of the artist and an appreciation of the work.

Lifetime membership just $10

Only $10 makes you a lifetime member of Sculpture Collectors. Immediately upon joining you receive a replica of Degas' graceful *Danse d'Espagne* as a gift. Membership also includes a complimentary subscription to the authoritative, full-color sculpture journal, *The Foundry Mark*, designed for people who are knowledgeable about art, but not necessarily expert. To enjoy the adventure of owning handsome works by contemporary masters, simply mail the coupon. You need not send any money now; we'll bill you for your $10 lifetime membership dues.

EDGAR DEGAS, *Danse d'Espagne*, recast in Foundry-Stone from the original bronze. Stands 17 inches high on a handsome matte black base.

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Please enroll me as a member and send me my introductory gift of membership, *Danse d'Espagne* by Degas, recast in Foundry-Stone. If I choose, I may return it within 30 days, thereby cancelling membership. Otherwise, I will pay my $10 lifetime dues. I have no obligation to buy anything, now or ever. 65-SO

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Australia Wants You! Government assisted passage. Unlimited opportunities. Latest government information and farms. $1. Austco, P.O. Box 3633-HF, Long Beach, California 90803.

Witchcraft Diploma Courses. Includes: raising power, meditation, prediction, fertility and initiation rites. One year correspondence. $120. Two week practical: $325 plus living expenses. School of Wicca, Box 13495, St. Louis, MO 63138.

Hip Professor, young, lonely, Columbus, Ohio, Seeks female companion. Box 189.

Overseas Jobs. High pay, travel, adventure. Directory of over 100 American firms now hiring for overseas projects. $1. Transworld, Box 90802-HH, International Airport, Los Angeles, California 90009.

Aesthetics On the 6th of November Sved Igbal Geoffrey created the artist who shall supersede Caravaggio, El Greco, Whistler, Duchamps.

Scorpio Bachelor, single, cum. 31. Conservative facade—but wild underneath. Seeks companionship of avant garde female, 21—36, preferably svelte. East Coast. Box 809.

Intellectually Malnourished, Leonardo-like male seeks correspondence with ample-hearted female. Box 1001.

MARRIAGE MANUAL
EXPLICITLY ILLUSTRATED

Unlike sordid, joyless, obscurant productions now glutting the market, *Marriage Manual 1971* is beautiful, un-guilt-ridden. A handsome couple, in dozens of photographs, depict physical love in its every manifestation. Text by Dr. Donald Carter. Not for sale to minors. Send $6 to: P.E.C., Inc., 6055 Fairmount, San Diego, California 92120.

the brave longhairs against the sexually maladjusted "skinheads." Not enough of the mere "vogue" of long hair is taken into account. About 70 years ago, men in this country who shaved off their moustaches, sideburns, and beards in the name of fashion were a totally radical faction, roundly ridiculed by their elders and thought to be despicable show-offs. How is this explained in terms of anything Mr. Brown has laid down as psychoanalytic truth? Furthermore, to somehow hook up conservatism with short hair and radicalism with long is to confine one's outlook to the continental United States. In Great Britain, to take an obvious example, the Conservative or Tory Party has a very long tradition involving men with relatively longer hair than their opposites in the Labor Party. And those symbols of Establishment correctness in Britain, the judges, wear powdered wigs to this day. Indeed, once outside America, it is more true than not that conservatives are longhaired as compared with radicals. The exception might be Germany, in any case, ought not some emphasis be placed on the simple fashion of the thing rather than reverting to the clichés of psychiatry? I suppose your magazine will soon publish an article demonstrating that straight hair, as opposed to curly, is phallic. That is, long hair suggests, to the uniconscious, an erection!

Paul Lesley
Boston

Avant Garde:

Warner Brown's *Ivan* treatise states that "... men have longer hair than women, even in the genital region."

Obviously, Mr. Brown has not inspected the pubic regions of very many naked women.

I happen to be a super-specialist in this area, having done much research in connection with nudism. I can furnish literally hundreds of pictures of sunbathing beauties with undergrowths as thick as jungles—and just as impenetrable!

My photographs are available, incidentally, to any Avant Garde subscriber who happens to be in the neighborhood.

Joseph C. Salak
Star Route 2, Box 155
DeLand, Florida 32720

Gentlemen:

I have just finished reading Warren Boroson's "The Case for Extending the School Year" and I would like to take issue with his statement that "You can cut down on the size of the teaching staff by getting rid of the deadwood that's not protected by tenure." Mr. Boroson seems to imply that all tenured faculty are good teachers and untenured faculty are bad. This is not borne out by the facts. At the college where I taught last year, one member of our English department (tenured) fought any change in textbooks, feeling that the one he was using was just fine. It should be pointed out that he was not using the same text as the rest of the department but an ancient edition of it—because he had resisted a previous attempt at change, too.

It may be that there are incompetent young teachers, but to imply that this is where the deadwood is, is to be simpatico and far removed from the educational scene. Incompetence, which I assume is what is referred to, lies at the upper, tenured levels as well and to imply otherwise does a grave disservice to the cause of education at any level.

(Miss) J.F. Schell
Lawrence, Kansas

Dear Avant Garde,

I intended to write a letter some time ago deploring the fact that no male nudes were ever featured in Avant-Garde for the enjoyment of your female readers, but I noticed in one issue's "Letters to the Editor" that a woman reader had already registered such a complaint, so I did not send mine in at the time. However, since the magazine has not yet responded with a photographic feature of male nudes, perhaps it is time to renew the request so that you will know that there is interest in such features.

Linda Wade Walker
Knoxville, Tenn.

Editor's Note: Linda, Honey, hang on...if you can, till our next issue.

Partisans:

I enjoyed your article "My Son, the Motherfucker," which explored, with great wit and erudition, the American vernacular.

Now let it be known that the city fathers of Buffalo have enacted a pompous piece of legislation worthy of the Inquisition. It is now a misdemeanor to utter and/or write, within the limits of the city of Buffalo, the word "Pig" or any other animal when referring to an officer of the law.

How ironic! Buffalo is the largest city in the world named after an animal!

Louis Bialy, Jr.
Buffalo, N.Y.

Two Sensational Film Books Count As One

EVENTS

EVENTS made by Fred Baker is about a young filmmaker who in order to raise money, must make some dirty films. Now here is the full script of EVENTS with over 100 photos from the hit film about the making of a pornographic movie in New York. "Satirizes the fear-remaining theatrical sex pix conventions." (Variety)

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Andy Warhol's BLUE MOVIE

BLUE MOVIE set new box office records in New York's Greenwich Village before it was raided by New York City police, an almost unheard of sensorship in this day and age. Here is first publication of complete text and over 100 pictures from this film.

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- **WOODSTOCK** — A conversation with two genuine freak moviemakers — Director Michael Wadleigh and Cameraman Bob Maurice — discussing the making of the film and its near collapse in Hollywood's most sinister.
- **MARIJUANA AND SEE**—A University Professor reports on interviews with 399 users.
- **ELDRIDGE CLEAVER RAPS**—A no-holds-barred interview with the Black Panther Minister of Information.
- **THE NEW EROTICISM**—A noted art critic surveys and illustrates the new sexuality in the world of painting, sculpture and dance.
- **WHITE WOMAN—BLACK MAN**—Julius Lester talks first with the wife, then with the husband, to provide a moving picture of a mixed marriage.
- **A FRENCHMAN LOOKS AT EROTICA**—Alain Robbe-Grillet, one of France's most distinguished novelists, examines the intriguing works on everything around from Kinsey to Dartmann.
- **CONFESSIONS OF A HIPPIE**—An exclusive interview telling it like it is on the hippie scene: sex, drugs, satanic homosexuality.
- **EP (EPIDERMAL) ART**—Six glorious pages of eight fantastic females illustrating the widest art form ever.
- **THE MAGICAL MYSTERY TRIP**—Timothy Leary takes you on a guided visit to wonld-on Angrandia, a trip session at Landon's Persimmon and the Beatles' revelations.

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Plus...an Extraordinary Anniversary Bonus for you

I AM CURIOUS (yellow)

The complete scenario and over 350 still photos from the sensational Swedish film. It is yours as an extra free bonus on this Anniversary simply for saving the bother of bookkeeping and billing on your introductory subscription.

7.

ROMANCE OF LUST
or Early Experiences
(Anonymous)

An unabridgeable 500-page volume, suppressed since the Victorian Era, that describes the most delightful variety of experiences ever put between the covers of one volume. The hero tells how he begins his amorous career at the age of 15, first being taught by a married friend of his mother's, and then initiating a succession of perverseness and others in an amazing succession of almost superhuman scenes.

8.

OH! CALCUTTA!
An Entertainment devised by Kenneth Tynan

Here is the sensational stage presentation that is sold out at box office prices to $25 a seat. This book gives you a perfect front-row (in fact onstage) seat. The 13 brilliant sketches by Beckett, Jean Genet, Jules Feiffer, Tynan, Lennon and others deal with almost every conceivable erotic fantasy and sexual reality known to Man. It's presented up on experienced. Also included are 6 additional plays which are not in the live stage production. Over 60 photographs make this entertainment come alive for you.

9.

SUBURBAN SOULS
The Erotic Psychology of a Man and a Maid

Anonymous. When this autobiographical work was published in a limited edition in 1901, its outspoken revelations made it as sought after as My Secret Life. It has never been reprinted up to now and G. Legman lists it as one of the three most rare sexual memoirs ever published.

"This magazine has long been one of the most important literary periodicals in the U. S. ..." (where) some of our best authors sought to deliver themselves, alive and burning, onto the printed page." *Newsweek*

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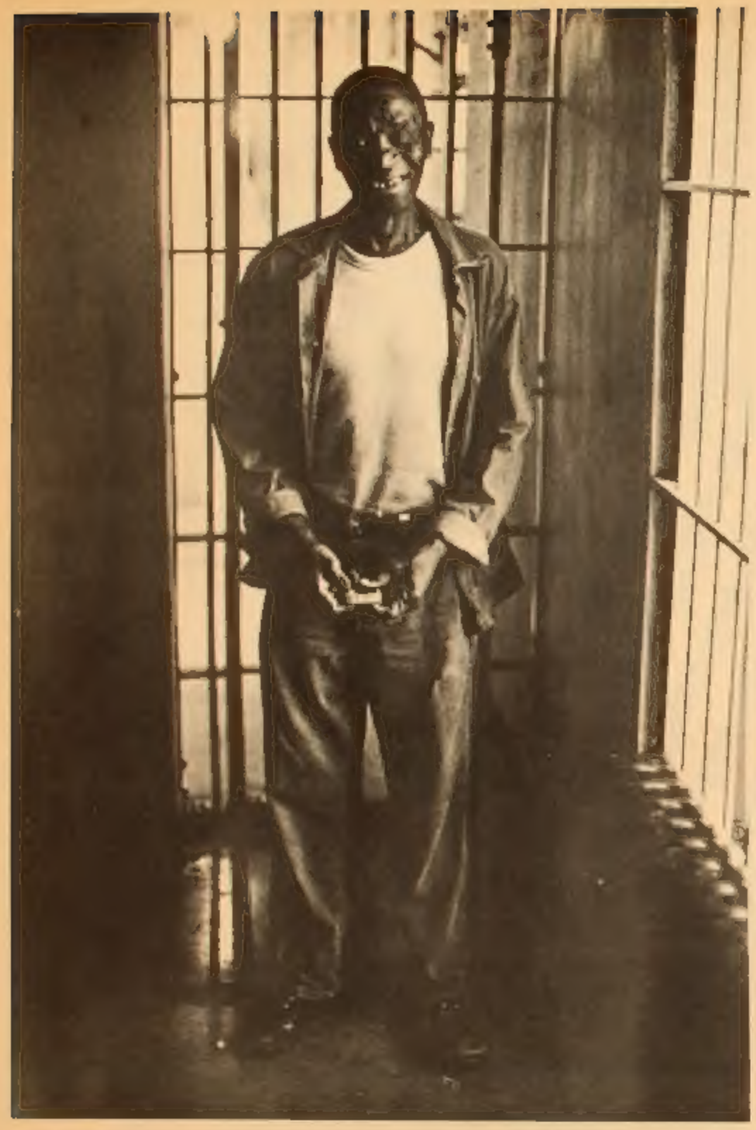
AV-9

AVANT GARDE

PORTRAITS OF THE AMERICAN PEOPLE A MONUMENTAL PORTFOLIO OF PHOTOGRAPHS BY ALWYN SCOTT TURNER

"Most photographers are interested in the bizarre, the off-beat, the unpredictable," says Alwyn Scott Turner. "But for me the most fascinating subject is also the most obvious- the American people." And photographing them has been a 25-year obsession for Turner. Starting when he was a boy in Texas, then as a photojournalist in Detroit, and finally as a perpetual vagabond, Turner has crossed and criss-crossed the breadth of the land, photographing its people. "I figure I've photographed 50,000 individuals," says Turner, "and I'm not tired of my subject yet." Two months ago, Turner walked into the offices of Avant-Garde, deposited 2,000 of his most recent pictures, and invited us to devote an entire issue to publishing the best of them. After looking them over, we decided it wasn't a bad idea. Turner's pictures reveal not only glimpses of the lives of his subjects but also of his own. The Texas farmer who posed for him is a man for whom he used to pick cotton. The Detroit assembly-line worker is a man his father worked beside. And the mother and child seated before a typical American house are Turner's own wife and daughter. "When you ask someone to pose for a picture," says Turner, "they reveal themselves more completely than at any other time. Their pride, aspirations, longings, and anxieties become immediately apparent." The editors of Avant-Garde agree, and in presenting the photographs of Alwyn Scott Turner believe that they are preserving a view of not only the faces and features of the American people, but also their souls.



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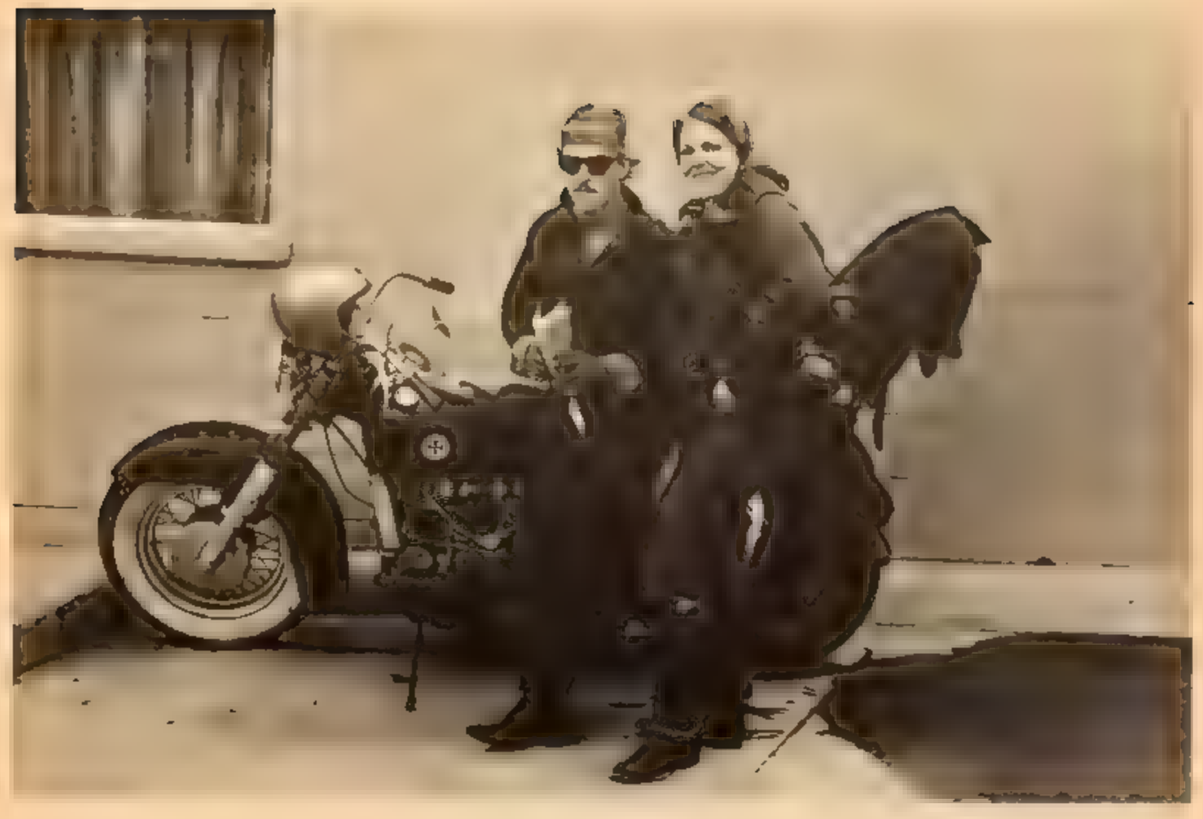

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Dear Reader,

As you know, Avant-Garde is dedicated to the future. However, it is not indifferent to the glories of the past. And so we are pleased to announce publication of one of the most devastatingly beautiful volumes in art history: **Nudes of Yesteryear**.

Nudes of Yesteryear is no ordinary artbook; it is the quintessence of over 100 years of classic nude figure photography. It will undoubtedly stand as one of history's most towering tributes to the beauty of the female form.

The creation of **Nudes of Yesteryear** was a formidable undertaking. It required literally thousands upon thousands of man-hours of toil (labor of love, you might call it). Researchers were dispatched to libraries, museums, and photo archives on three continents. The world's foremost graphic designer, Herb Lubalin (who happens also to be the art director of Avant-Garde), was retained to design the book. And nothing but the finest craftsmanship—including duotone offset lithography, Kabel typography, and pre-imprinted case-binding, ordinarily found in artbooks costing upwards of $25—was ordered for the book's manufacture.

Like any artbook, **Nudes of Yesteryear** is difficult to describe with words. If, as Confucius said, a picture is worth a thousand words, not even the most complete thesaurus could do justice to **Nudes of Yesteryear**. Moreover, since no volume quite like **Nudes of Yesteryear** has ever appeared before, it defies comparison. Suffice it to say that **Nudes of Yesteryear** is perhaps the most novel, exuberant, and intoxicatingly beautiful volume ever printed—a thing of beauty and a joy forever, if ever there was one.

Of course the chief attraction of **Nudes of Yesteryear** is its women (you might call them its *pièces de résistance*). Whether gracing a velvet divan, gamboling through a field of wheat, preening before the mirror of Venus, modeling in an artist's studio, or mounting a street-photographer's donkey, the ladies in **Nudes of Yesteryear** are absolutely sensational! They're bathtub gin, pink-ribbon garters, love in a rumbleseat, French post cards, a curtained bed, tumbling in a hayloft, skinny-dipping in the moonlight. They're the kookiest, campiest, most voluptuous, sportive, and dating women ever to cavort before the winking eye of a camera.

Copies of **Nudes of Yesteryear** are being made available to readers of Avant-Garde and no one else. We have decided upon this policy because the supply of copies is limited and we'd like the book to fall into the hands of those who we believe will appreciate it most—namely, our own readers. To be absolutely certain that this occurs, we are going to make what is probably the most astonishing offer you've ever received in your life: *We're going to send you a copy of* **Nudes of Yesteryear** *ABSOLUTELY FREE!!*

That's right: If you will merely extend your Avant-Garde subscription for one year—or enter a new subscription if you are not yet a subscriber—we'll send you a copy of this mirthful, elegant, timeless magnum opus *absolutely free*.

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To take advantage of this incredible offer, simply fill out the Special Bonus Subscription Order Form on the envelope facing this page, enclose $6.99, and mail it. No stamp is needed.

But please hurry. As soon as the present supply of copies of **Nudes of Yesteryear** is exhausted, this offer will automatically be withdrawn. Besides, the ladies in **Nudes of Yesteryear** are not getting any younger.

The Editors

AVANT GARDE

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Protest against uncomfortable, heavy, square-looking furniture! Take a position in the revolutionary new Avant-Garde Inflatable Sculpture Seat. Use this seat anywhere—in your pad, the office of the university president, even the middle of the Atlantic Ocean. What's more, the Avant-Garde Inflatable Sculpture Seat is completely portable and it can be stored in a drawer. It's made of thick, triple-laminated vinyl and is available in six vibrating colors. Perhaps best of all, the Avant-Garde Inflatable Sculpture Seat easily supports the weight of two—and it bounces.

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